



<http://www.local6.com>

Billing Address:

**Southern Campaign Resources, Inc.**  
**Attention: Accounts Payable**  
**235 E. Virginia St.**  
**Tallahassee, FL 32301**

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>	<u>Sales Region</u>
WKMG	Kristen Waskie	MMT/Philadelph	National

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
POL/SRPOF-PLAKON/R/STI	PLAKON FOR ST REP	

<u>Flight Dates</u>	<u>Order #</u>	<u>Alt Order #</u>
10/30/12 - 11/06/12	263339	6401363

<u>Billing Calendar</u>	<u>Billing Type</u>
Broadcast	Cash

Special Handling
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IDB #	Advertiser Code	Product Code
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Agency Ref	Advertiser Ref

Send Payment To:

**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

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## INVOICE



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**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
263339-1	11/06/12	November 2012	10/29/12 - 11/05/12
Advertiser	Product	Estimate Number	
POL/SRPOF-PLAKON/R/ST	PLAKON FOR ST REP		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/30/12	10/30/12	NCIS	8-9p	-T-----	:30	1	\$12,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$12,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Tu 10/30/12 7:59 PM NCIS 8-9p :30 DENT0004 \$12,000.00 NM									
5	10/31/12	11/02/12	M-F 11p News	11-1135p	--W-F--	:30	2	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W-F-- 2 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG W 10/31/12 11:27 PM M-F 11p News 11-1135p :30 DENT0005 \$2,500.00 NM 1 WKMG F 11/02/12 11:13 PM M-F 11p News 11-1135p :30 RPOF3112 \$2,500.00 NM									
6	11/04/12	11/04/12	Good Wife	9-10p	-----S	:30	1	\$9,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$9,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Su 11/04/12 Good Wife 9-10p :00 <del>\$9,000.00</del> NM See MG 6.2 2 WKMG Su 11/04/12 11:08 PM The Mentalist 10-11p :30 RPOF3112 \$9,000.00 NM MG for 6.1 11/04									
7	11/05/12	11/05/12	The Doctors	3-4p	M-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG M 11/05/12 3:42 PM The Doctors 3-4p :30 RPOF3112 \$500.00 NM									
8	11/05/12	11/05/12	News at 6p	6-630p	M-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG M 11/05/12 6:22 PM News at 6p 6-630p :30 RPOF3112 \$1,600.00 NM									
9	11/04/12	11/04/12	NFL Game 1	various	-----S	:30	1	\$4,150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$4,150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Su 11/04/12 12:59 PM NFL Game 1 various :30 RPOF3112 \$4,150.00 NM									
10	11/05/12	11/05/12	Morn News at 6a	6-7a	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG M 11/05/12 6:30 AM Morn News at 6a 6-7a :30 RPOF3112 \$800.00 NM									

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## INVOICE



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**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
263339-1	11/06/12	November 2012	10/29/12 - 11/05/12
Advertiser	Product	Estimate Number	
POL/SRPOF-PLAKON/R/ST	PLAKON FOR ST REP		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	11/05/12	11/05/12	Morn News at 530a	530-6a	M-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$450.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WKMG 11/05/12 5:30 AM Morn News at 530a 530-6a :30 RPOF3112 \$450.00 NM									
12	11/05/12	11/05/12	Morn News at 6a	6-7a	M-----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 2 \$800.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WKMG 11/05/12 6:13 AM Morn News at 6a 6-7a :30 RPOF3112 \$800.00 NM 1 WKMG 11/05/12 6:58 AM Morn News at 6a 6-7a :30 RPOF3112 \$800.00 NM									
13	11/05/12	11/05/12	The Early Show	7-9a	M-----	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,400.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WKMG 11/05/12 8:21 AM The Early Show 7-9a :30 RPOF3112 \$1,400.00 NM									
14	11/05/12	11/05/12	Local 6 News 12-1230p	12-1230p	M-----	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 2 \$1,500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WKMG 11/05/12 12:12 PM Local 6 News 12-1230p 12-1230p :30 RPOF3112 \$1,500.00 NM 1 WKMG 11/05/12 12:26 PM Local 6 News 12-1230p 12-1230p :30 RPOF3112 \$1,500.00 NM									
15	11/05/12	11/05/12	CBS Eve News	630-7p	M-----	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$4,000.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 3 WKMG 11/03/12 4:22 PM NCAA 3pm Game various :30 RPOF3112 \$2,000.00 NM MG for 15.1 11/05 2 WKMG 11/03/12 5:19 PM NCAA 3pm Game various :30 RPOF3112 \$2,000.00 NM MG for 15.1 11/05 1 WKMG 11/05/12 CBS Eve News 630-7p :00 <del>\$4,000.00</del> NM See MG 15.2, 15.3									
16	11/05/12	11/05/12	M-F 11p News	11-1135p	M-----	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$3,500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WKMG 11/05/12 11:33 PM M-F 11p News 11-1135p :30 RPOF3112 \$3,500.00 NM									

**Total Spots 18 Gross Total \$47,350.00**

## Payment Terms 30 Days

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**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

Invoice #	Invoice Date	Invoice Month	Invoice Period
263339-1	11/06/12	November 2012	10/29/12 - 11/05/12
Advertiser		Product	Estimate Number
POL/SRPOF-PLAKON/R/ST		PLAKON FOR ST REP	

Agency Commission                      **\$7,102.50**

Net Amount Due                              **\$40,247.50**

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## INVOICE



**WKMG**  
**4466 N. John Young Pkwy**  
**Orlando, FL 32804**  
**TEIN: 06-0903509**  
**Main: (407)291-6000**  
**Billing: (407)521-1238**

http://www.local6.com

Billing Address:

**Southern Campaign Resources, Inc.**  
**Attention: Accounts Payable**  
**235 E. Virginia St.**  
**Tallahassee, FL 32301**

Send Payment To:

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**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

Invoice #	Invoice Date	Invoice Month	Invoice Period
263212-1	11/06/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WKMG	Kristen Waskie	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/SRPOF-PLAKON/R/STI	PLAKON FOR ST REP	

Flight Dates	Order #	Alt Order #
10/30/12 - 11/05/12	263212	06399118

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/31/12	11/02/12	Local 6 News 12-1230p	12-1230p	--W-F--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12    11/04/12    --W-F--                2        \$1,600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WKMGW    10/31/12    12:22 PM Local 6 News 12-1230p        12-1230p                :30 DENT0004                                \$1,600.00 NM									
2 WKMGF    11/02/12    12:24 PM Local 6 News 12-1230p        12-1230p                :30 RPOF3112                                \$1,600.00 NM									
2	10/30/12	11/04/12	M-SU 11p News	11-1135p	-T-T-SS	:30	4	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12    11/04/12    -T-T-SS                4        \$1,700.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WKMG Tu    10/30/12    11:23 PM M-SU 11p News        11-1135p                :30 DENT0004                                \$1,700.00 NM									
4 WKMG Th    11/01/12    11:34 PM M-SU 11p News        11-1135p                :30 RPOF3112                                \$1,700.00 NM									
3 WKMG Sa    11/03/12    12:16 AM M-SU 11p News        11-1135p                :30 RPOF3112                                \$1,700.00 NM									
2 WKMG Su    11/04/12        M-SU 11p News        11-1135p                :00 <del>\$1,700.00</del> NM									
See MG 2.5									
5 WKMG Su    11/04/12    12:05 AM Sun 11p News after NFL        Late News                :30 RPOF3112                                \$1,700.00 NM									
MG for 2.2 11/04									
3	11/05/12	11/05/12	Local 6 News 12-1230p	12-1230p	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12    11/11/12    1-----                1        \$1,500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WKMG M    11/05/12    12:22 PM Local 6 News 12-1230p        12-1230p                :30 RPOF3112                                \$1,500.00 NM									

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**PO Box 864255**  
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**TEIN: 06-0903509**

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
POL/SRPOF-PLAKON/R/ST	PLAKON FOR ST REP	

<b>Total Spots</b>	<b>8</b>	<b>Gross Total</b>	<b>\$14,000.00</b>
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<u>Net Amount Due</u>	\$11,900.00
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